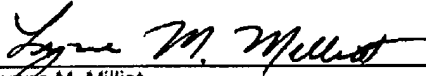


Application No. 10/057,413

Atty Docket No. CLAR 1017-1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Anthony G. Martin et al.

Application No. 10/057,413

Confirmation No. 8375

Filed: 25 January 2002

Title: **System, Method and Computer Program
Product for Presenting Information to a
User Utilizing Historical Information
About the User**

Group Art Unit: 2142

Examiner: Hai V. NGUYEN

CUSTOMER NO.: 22470

**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR
UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application for letters patent hereby appoints:

The attorneys and agents associated with **Customer No. 22470**

to prosecute this application and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

Page 1 of 2

Application No. 10/057,413

Atty Docket No. CLAR 1017-1

The following evidentiary documents establish a chain of title from the original owner to the Assignee:

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☒ the Assignment recorded on 01/25/2002 at Reel 012580, Frame(s) 0990; and

☒ the Assignment recorded on 04/23/2004 at Reel 015254, Frame(s) 0548.

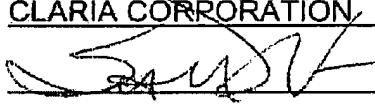
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Direct all telephone calls to Ernest J. Beffel, Jr. at (650) 712-0340.

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Name: Scott Vandeveld
Title: President & Chief Executive Officer

PTO/SB/122 (04-05)

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Application Number	10/057,413
Filing Date	25 January 2002
First Named Inventor	Anthony G. Martin
Art Unit	2142
Examiner Name	Hai V. Nguyen
Attorney Docket Number	CLAR 1017-1

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- ☒ Attorney or agent of record. Registration Number 43,489
- ☐ Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number _____

Signature

Typed or Printed
Name

Ernest J. Beffel, Jr.

Date 21 March 2006

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